

2020 Census Program Management Review

2015 Census Testing Overview

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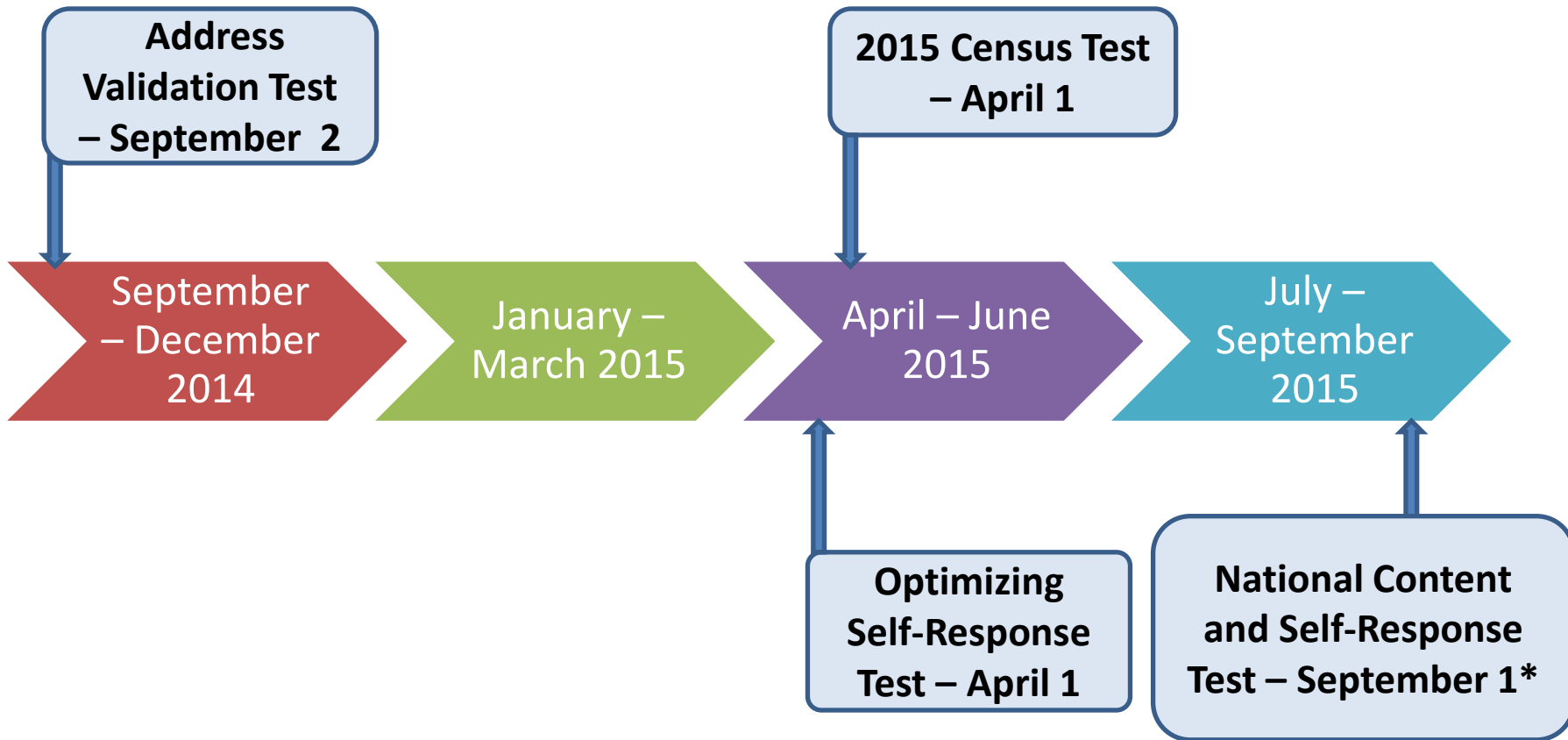
2020 Census Test Coordinator

October 3, 2014

Purpose of 2015 Testing Activities

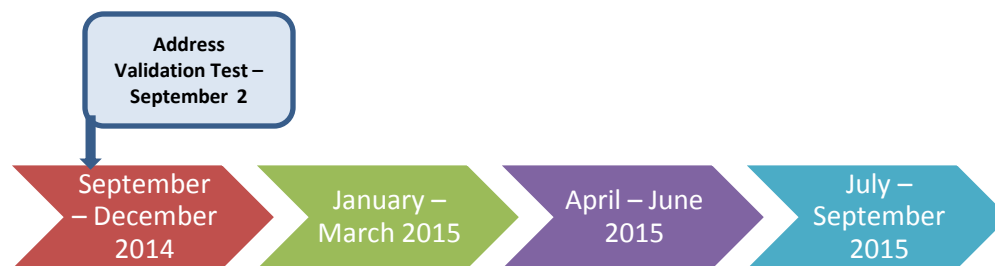
- Focus on the major design decisions for the 2020 Census.
- Reengineer the roles, responsibilities, and infrastructure for the field.
- Test the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations.
- Inform the performance of the methods and models that will help us develop the address list, test the use of aerial imagery for change detection, and assist in the delineation of the Reengineered Address Canvassing workloads.

2015 Census Testing Activities Timeline



Address Validation Test Summary

- Inform the performance of the methods and models that will help us develop the address list.
- Test the use of aerial imagery for change detection and implementation of partial block canvassing as an alternate for full block canvassing.
- Assist in the delineation of the Reengineered Address Canvassing workloads.

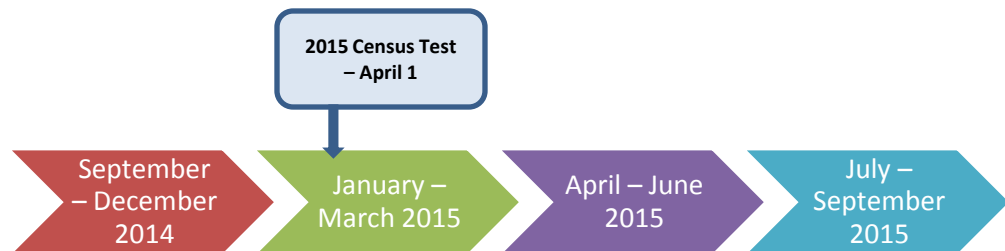


Address Validation Test Status

- Field test plan ~ baselined
- Full Block Canvass (MAF Model Validation Test)
 - OMB clearance received ~ 8/20/14
 - Field operations began ~ 9/02/14
 - Status as of 9/30/14 ~ 67.42% blocks completed
- Partial Block Canvass
 - OMB clearance ~ currently in review process
 - Field operations ~ schedule change
 - Start date moved from 12/02/14 to 12/15/14
 - Operations scheduled to end 1/15/15

2015 Census Test Summary

- Test the feasibility of fully utilizing a field operations management system that leverages planned automation and available real-time data, as well as data households have already provided to the government, to transform the efficiency and effectiveness of data collection operations.
- Reduce NRFU workload and increase NRFU productivity with Administrative Records, Field Reengineering and Adaptive Design.
- Test operational implementation of the Bring Your Own Device (BYOD) option for enumerators.



2015 Census Test Status

- Federal Register pre-submission ~ posted 9/02/14
 - Note: comment period closes 10/31/14
- OMB clearance package ~ undergoing internal review
- High level (project and capability) requirements ~ completed
- Low level (solution) requirements ~ under development
- Field test plan ~ draft circulating for internal review
- Site selection ~ approved and announced
- April 1, 2015 Census Day

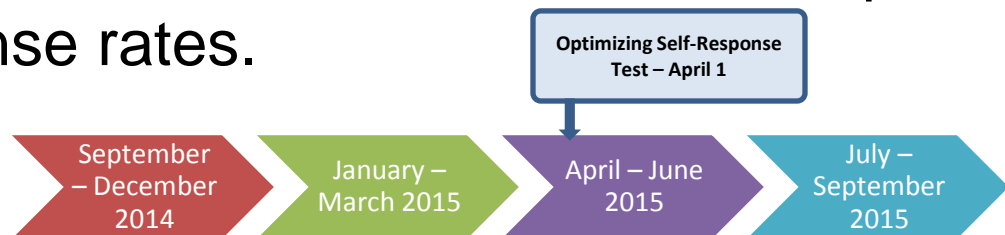
2015 Census Test

Next 90 Days

- OMB package ~ submit for clearance
- Integrated schedule ~ complete and baseline
- Field test plan ~ complete and baseline
- Low level (solution) requirements ~ complete and baseline
- Systems
 - Prepare for user acceptance testing
 - Systems readiness activities

2015 Optimizing Self-Response Test Summary

- Conduct early research on the use of advertising, promotion and outreach to engage and motivate respondents.
- Determine the extent to which we will use early engagement such as “Notify Me”.
- Assess the operational feasibility of real-time Non-ID Processing and the potential resulting workloads for system development.
- Test the extent to which encouraging responses without a Census ID will contribute to the national self-response and Internet response rates.



2015 Optimizing Self-Response Test Status

- Federal Register pre-submission ~ posted 9/02/14
 - Note: comment period closes 10/31/14
- OMB clearance package ~ internal review process
- Field test plan ~ baselined
- High level (project and capability) requirements ~ completed
- Low level (solution) requirements ~ under development
- Site selection ~ approved and announced
- April 1, 2015 Census Day

2015 Optimizing Self-Response Test Next 90 Days

- OMB package ~ submit for clearance
- Integrated schedule ~ complete and baseline
- Field test plan ~ baseline
- Low level (solution) requirements ~ complete and baseline
- Systems
 - Prepare for user acceptance testing
 - System readiness activities

2015 National Content and Self-Response Test Summary

- The test will use a large nationally representative sample to ensure representation of race/ethnicity groups.
- Test will inform the language support plans and refine estimates of national self-response and Internet response rates.
- Race/Hispanic origin testing will focus on separate vs. combined question structures, as well as the inclusion of a category for Middle Eastern and North African.
- Content re-interview will include a subsample of respondents, to measure accuracy of race/origin and household coverage.

2015 National Content Test Status

- Test development ~ initial planning and development stages
- Federal Register pre-submission notice ~ internal review
- Field test plan ~ draft under development
- Business process models ~ under development
- September 1, 2015 Census Day
 - Output not needed to inform major design decision.

2015 National Content Test

Next 90 Days

- OMB package ~ submit for clearance
- Field test plan ~ complete and baseline
- Business process models ~ complete and baseline
- Requirements
 - Project level and capability ~ complete and baseline
 - Solutions requirements ~ drafted
- Schedule
 - Integrated project teams ~ finalize
 - Systems ~ finalize



Please send questions to:

census.2020.program.management.review@census.gov